

Rep Order# 6855644 Ver# 2 Status Returned

Traffic Order# 106970

Printed: 09/25/2012 12:27 PM
Last Received: 09/24/2012 12:21 PM
Showing Buylines: All Lines

1 of 8

Station KSNV-TV LAS VEGAS, NV
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 305
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR, JOHNSON, MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //305
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE -305 SC=*

--- REMARKS ---

PLEASE SEE BELOW. NOT SURE HOW MUCH WILL CLEAR WITH
LEVEL 3 RATES. WILL NEED ALMOST ALL LEVEL 1'S TO CLEAR.
THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	430A-459A	WAKE UP	:30	\$50.00	09/25-09/28	4	1	4	\$200.00	
				Buyline Comment: WAKE UP								
	2	M	430A-459A	WAKE UP	:30	\$50.00	10/01-10/01	1	1	1	\$50.00	
				Buyline Comment: WAKE UP								
	3	TU-F	5A-6A	WAKE UP	:30	\$125.00	09/25-09/28	8	1	8	\$1,000.00	
				Buyline Comment: WAKE UP								
				Station Remark: V2 PLEASE REVISE TO LEVEL1								
	4	TU-F	6A-7A	WAGNERS	:30	\$250.00	09/25-09/28	8	1	8	\$2,000.00	
				Buyline Comment: WAGNERS								
				Station Remark: V2 PLEASE REVISE TO LEVEL1								
	5	M	5A-6A	WAKE UP	:30	\$200.00	10/01-10/01	2	1	2	\$400.00	
				Buyline Comment: WAKE UP								
				Station Remark: V2 PLEASE REVISE TO LEVEL1								
	6	M	6A-7A	WAGNERS	:30	\$300.00	10/01-10/01	2	1	2	\$600.00	
				Buyline Comment: WAGNERS								
				Station Remark: V2 PLEASE REVISE TO LEVEL1								

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Daypart

\$5,600.00

Buyline Comment: TODAY SHOW II
Station Remark: V2 PLEASE REVISE TO LEVEL1

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1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //30S
Flight Dates 09/25/2012 - 10/01/2012
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*16	M	1230P-1P	NEWS	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
				Buyline Comment: NEWS								
				Station Remark: V2 PLEASE REVISE TO LEVEL1								
	*17	M	11A-12P	RACHEL RAY	:30	\$150.00	10/01-10/01	2	1	2	\$300.00	
				Buyline Comment: RACHEL RAY								
				Station Remark: V2 PLEASE REVISE TO LEVEL1								
	*18	M	11A-12P	RACHEL RAY	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
				Buyline Comment: RACHEL RAY								
				Station Remark: V2 PLEASE REVISE TO LEVEL1								
	*19	M	10A-11A	TODAY SHOW III	:30	\$150.00	10/01-10/01	2	1	2	\$300.00	
				Buyline Comment: TODAY SHOW III								
				Station Remark: V2 PLEASE REVISE TO LEVEL1								
	*20	M	3P-4P	DR. PHIL	:30	\$200.00	10/01-10/01	2	1	2	\$400.00	
				Buyline Comment: DR. PHIL								
				Station Remark: V2 PLEASE REVISE TO LEVEL1								
	*21	TU-F	3P-4P	DR. PHIL	:30	\$225.00	09/25-09/28	8	1	8	\$1,800.00	
				Buyline Comment: DR. PHIL								
				Station Remark: V2 PLEASE REVISE TO LEVEL1								
	*22	SU	8P-930P	NEWS	:30	\$600.00	09/30-09/30	2	1	2	\$1,200.00	
				Buyline Comment: NEWS								
				Station Remark: V2 PLEASE REVISE TO LEVEL1								
	*23	TU-F	4P-430P	NEWS	:30	\$225.00	09/25-09/28	4	1	4	\$900.00	
				Buyline Comment: NEWS								
				Station Remark: V2 PLEASE REVISE TO LEVEL1								

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Salesperson FAX# 215-568-1845

Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Line	Day	Time	Length	Rate	Start Date	End Date	Spots	Cost	Revenue
*24	TU-F	430P-5P	:30	\$300.00	09/25-09/28		4	1	\$1,200.00
Buyline Comment: NEWS Station Remark: V2 PLEASE REVISE TO LEVEL1									
*25	M	430P-5P	:30	\$300.00	10/01-10/01		1	1	\$300.00
Buyline Comment: NEWS Station Remark: V2 PLEASE REVISE TO LEVEL1									
*26	TU-F	5P-630P	:30	\$375.00	09/25-09/28		12	1	\$4,500.00
Buyline Comment: NEWS Station Remark: V2 PLEASE REVISE TO LEVEL1									
*27	M	4P-430P	:30	\$300.00	10/01-10/01		1	1	\$300.00
Buyline Comment: NEWS Station Remark: V2 PLEASE REVISE TO LEVEL1									
*28	M	5P-630P	:30	\$450.00	10/01-10/01		3	1	\$1,350.00
Buyline Comment: NEWS Station Remark: V2 PLEASE REVISE TO LEVEL1									
*29	SA	5P-630P	:30	\$225.00	09/29-09/29		1	1	\$225.00
Buyline Comment: NEWS Station Remark: V2 PLEASE REVISE TO LEVEL1									
*30	TU-F	730P-8P	:30	\$200.00	09/25-09/28		4	1	\$800.00
Buyline Comment: FACE TO FACE Station Remark: V2 PLEASE REVISE TO LEVEL1									
*31	M	730P-8P	:30	\$225.00	10/01-10/01		1	1	\$225.00
Buyline Comment: FACE TO FACE Station Remark: V2 PLEASE REVISE TO LEVEL1									
*32	SA	730P-8P	:30	\$150.00	09/29-09/29		1	1	\$150.00
Buyline Comment: VEGAS Station Remark: V2 PLEASE REVISE TO LEVEL2									

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EC'd Yes

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*49	SA	6A-7A	NEWS	:30	\$150.00	09/29-09/29	1	1	1	\$150.00	
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Buyline Comment: NEWS
Station Remark: V2 NOT AIRING DT GOLF

	*50	SA	9A-930A	NEWS	:30	\$200.00	09/29-09/29	1	1	1	\$200.00	
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Buyline Comment: NEWS
Station Remark: V2 NOT AIRING DT GOLF

	*51	SU	1130P-12A	SPORTS NIGHT	:30	\$135.00	09/30-09/30	1	1	1	\$135.00	
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Buyline Comment: SPORTS NIGHT
Station Remark: V2 PLEASE REVISE TO LEVEL1

	*52	SU	9A-930A	NEWS	:30	\$175.00	09/30-09/30	1	1	1	\$175.00	
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Buyline Comment: NEWS
Station Remark: V2 NOT AIRING DT GOLF

	*53	SA	1130P-1A	SNL	:30	\$550.00	09/29-09/29	2	1	2	\$1,100.00	
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Buyline Comment: SNL
Station Remark: V2 PLEASE REVISE TO LEVEL1

---REPORT TOTALS---

Report Totals: 183 / \$45,035.00

---SALES MONTHLY TOTALS---

Sep 12: 150 / \$36,640.00 Oct 12: 33 / \$8,395.00

Sales Totals: 183 / \$45,035.00

Station Totals: 183 / \$45,035.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$264,912	CATV 0%	KBLR 0%	KINC 0%	KLAS 37%	KSNV 17%
		KTNV 23%	KTUD 0%	KVCW 1%	KVMY 2%	KVVU 20%
		XXXX 0%				

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---COMPETITIVE COMMENTS---
SHARES ESTIMATED

Books NOV12
Demos RA35+

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